

**Notification: New Marketing & Advertising Industry Standards & Request for Compliance.**

**Date: 12<sup>th</sup> April 2019**

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***On Behalf of One Click Ltd, the owners and operators of Casinoland/Royal Slots. You are receiving this notice as a registered affiliate of Affiliateland.com, which is owned and operated by One Click Marketing Ltd.***  
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We write to you in connection with the online gambling operations conducted by One Click Limited ("**One Click**") under a licence issued by the Gambling Commission of the United Kingdom ("**Gambling Commission**") and offered to residents of the United Kingdom.

As a natural consequence of falling within the Gambling Commission's jurisdiction, One Click is subject to the Gambling Commission's Licence Conditions and Codes of Practice ("**LCCP**") as well as a number of other applicable advertising laws, directives and regulations including, but not limited to, the UK CAP Code, BCAP Code, consumer protection laws, fair marketing rules, anti-money laundering and fraud prevention regulations and Industry Group for Responsible Gambling Code.

In terms of the LCCP Code Provision 1, you are considered to be bound by the LCCP and are likewise required to comply with the same regulations and conditions as are applicable to One Click.

In light of the above provision therefore, and given that you, as One Click's partner, are entrusted with the responsibility of marketing and advertising One Click's websites and/or applications which are targeted towards players within the territory of the United Kingdom, the obligations emanating from the abovementioned industry standards apply equally to you as they apply to One Click and thus, their applicability extends to you too.

As you will recall, by signing the agreement between One Click Marketing Ltd and yourself, whereby you have agreed to undertake the marketing and advertising of One Click's licensed operations, you have also agreed to ensure that you are, at all times, compliant with all applicable advertising laws, directives and regulations. Failure to abide by industry laws and regulations, will lead to the immediate termination and revocation of your rights to market and advertise One Click's operations.

The Committee of Advertising Practice ("**CAP**") has published the Gambling Advertising: Protecting Children and Young People Advertising Guidance (the "**Guidance**"), which will enter into force on **1 April 2019**. The Guidance includes, amongst others, the following sections:

- prohibition of online ads for gambling products being targeted at groups of individuals who are likely to be under 18 based on data about their online interests and browsing behaviour;
- unacceptable types of content, including certain types of animated characters, licensed characters from movies or TV and sportspeople and celebrities that are likely to be of particular appeal to children, and references to youth culture;
- prohibition of use in gambling ads of sportspersons, celebrities or other characters who are or appear to be under 25;
- addition to existing guidance on the responsible targeting of ads, covering all media (including social networks and other online platforms).

In addition, the Industry Group for Responsible Gambling published the 5<sup>th</sup> Edition of the Gambling Industry Code for Socially Responsible Advertising (the “**Code**”). The Code includes, amongst others, the following sections:

- All gambling operators should have on their corporate webpages (i) responsible gambling messaging; and (ii) links through to sources of more detailed information.
- Account profiles for operators’ branded websites on social media will clearly carry ‘18+’ symbols or a ‘no-under 18s’ type message as well as a reference to [www.begambleaware.org](http://www.begambleaware.org)
- A requirement that gambling operators carry the required social responsibility and age requirements on consumer-facing marketing content on their YouTube channels.
- A requirement that gambling operators use the Twitter age-screening function when marketing to consumers.
- A requirement that gambling operators age restrict all direct marketing video uploads to YouTube.

By means of this letter One Click hereby informs you of the abovementioned Guidance and Code so that you may take the necessary measures to ensure that you are compliant with the guidelines and rules found within in so far as they apply to One Click’s operations.

One Click would also like to take the opportunity to remind you of your obligation to comply with all other applicable advertising laws, directives and regulations and not simply the ones outlined above. Compliance is an on-going process and thus, One Click encourages you to keep yourself informed, at all times, of any updates, changes or additions made to applicable industry standards and to consult with legal counsel to ensure that you choose the appropriate manner to implement the requirements outlined within.

One Click reiterates the point mentioned above and agreed to in the agreement signed between One Click Marketing Ltd and yourself, that failure to abide by industry laws and regulations including, but not limited to, the above will lead to the immediate termination and revocation of your rights to market and advertise One Click’s operations.

One Click reserves the right to take additional measures, in accordance with the agreement signed between One Click Marketing Ltd and yourself, as may be necessary in order to maintain the standard of compliance to which One Click is obligated and the good standing of One Click's Gambling Commission licence.

Your full cooperation and assistance with respect to the subject matter of this letter is of utmost importance to us.